

Baby Personal Care in South Africa

Industry Report | 2025-08-14 | 45 pages | MarketLine

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Report description:

Baby Personal Care in South Africa

Summary

Baby Personal Care in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The baby personal care market includes retail sales of baby toiletries and diapers. The baby toiletries segment covers bath, lotion, oil, powder, shampoo, and wipes (baby toiletries). Diapers segment covers baby diaper, cloth diapers, and training diapers. The market is valued according to the retail selling price (RSP) and includes any applicable taxes.
- The South African baby personal care market recorded revenues of \$583.2 million in 2024, representing a compound annual growth rate (CAGR) of 1.7% between 2019-24.
- Market consumption volume increased with a CAGR of 3.9% between 2019-24, reaching a total of 102.3 million units in 2024.
- The growth of the South African baby personal care market during 2019-24 was driven by the accelerating urbanization. According to the World Bank, in 2024, the urban population in South Africa reached 42.8 million, up 8.9% from 2019. The shift of households into metropolitan hubs enhanced access to modern retail channels (supermarkets, pharmacies, and specialty chains), improving product availability and brand visibility, supporting market growth.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in South Africa

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in South Africa
- Leading company profiles reveal details of key baby personal care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa baby personal care market with five year forecasts

Reasons to Buy

- What was the size of the South Africa baby personal care market by value in 2024?
- What will be the size of the South Africa baby personal care market in 2029?
- What factors are affecting the strength of competition in the South Africa baby personal care market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's baby personal care market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

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- 7.1. Market share
- 7.2. Who are the leading players in the South African baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. What are the most popular brands in the South African baby personal care market?
- 7.5. What have been the most significant developments in the South African baby personal care market in 2024?
- 8 Company Profiles
 - 8.1. Kimberly-Clark Corp
 - 8.2. The Procter & Gamble Co
 - 8.3. Essity AB
 - 8.4. Tiger Brands Ltd
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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